

# CONTRACT



**WHNS-TV**  
**Meredith Corporation**  
**Fed ID 42-0410230**  
**21 Interstate Court**  
**Greenville, SC 29615**  
**(864)288-2100**

www.foxcarolina.com

And:

**Innovative Advertising LLC**  
**4250 Highway 22 Suite 7**  
**Manderville, LA 70471**  
**USA**

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>500334 /       |   | <u>Alt Order #</u>                                     |
| <u>Product</u><br>SD50 Campaign III          |   |  |
| <u>Contract Dates</u><br>10/28/12 - 11/06/12 | <u>Estimate #</u><br>1030               |  |
| <u>Advertiser</u><br>Jim Davis SD50          |   | <u>Original Date / Revision</u><br>10/26/12 / 10/26/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast    | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WHNS                       | <u>Account Executive</u><br>Sales Local | <u>Sales Office</u><br>Local-WHNS                      |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Adults 35+             |   |  |
|  |   | <u>Total Ratings</u><br>56.20                          |
| <u>IDB#</u>                                  | <u>Advertiser Code</u>                  | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            | <u>Advertiser Ref</u>                   |  |

| *Line | Ch   | Start Date        | End Date        | Description         | Start/End Time    | Days | Length | Spots/<br>Week    | Rate        | Rtn           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|---------------------|-------------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 1   | WHNS | 10/29/12          | 11/06/12        | M-F 10-11a          | M-F 10-11a        |      | :30    |                   |             |               | NM   | 6     | \$150.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 10/29/12    | 11/04/12        | MTWTF--             |                   |      |        | 5                 | \$25.00     | 0.50          |      |       |            |
|       |      | Week: 11/05/12    | 11/11/12        | MT-----             |                   |      |        | 1                 | \$25.00     | 0.50          |      |       |            |
| N 2   | WHNS | 11/05/12          | 11/05/12        | Monday 8-9p         | Mon 8-9p          |      | :30    |                   |             |               | NM   | 1     | \$940.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 11/05/12    | 11/11/12        | M-----              |                   |      |        | 1                 | \$940.00    | 7.40          |      |       |            |
| N 3   | WHNS | 10/31/12          | 10/31/12        | X-Factor            | Wed 8-10p         |      | :30    |                   |             |               | NM   | 1     | \$1,235.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 10/29/12    | 11/04/12        | --W----             |                   |      |        | 1                 | \$1,235.00  | 11.40         |      |       |            |
| N 4   | WHNS | 10/28/12          | 11/04/12        | Fox News Sunday     | Su 11-12p         |      | :30    |                   |             |               | NM   | 2     | \$190.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 10/22/12    | 10/28/12        | -----S              |                   |      |        | 1                 | \$95.00     | 1.60          |      |       |            |
|       |      | Week: 10/29/12    | 11/04/12        | -----S              |                   |      |        | 1                 | \$95.00     | 1.60          |      |       |            |
| N 5   | WHNS | 10/30/12          | 10/30/12        | Tue 9-10p           | Tue 9-10p         |      | :30    |                   |             |               | NM   | 1     | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 10/29/12    | 11/04/12        | -T-----             |                   |      |        | 1                 | \$700.00    | 2.80          |      |       |            |
| N 6   | WHNS | 11/02/12          | 11/02/12        | Fri 8-10p           | Fri 8-10p         |      | :30    |                   |             |               | NM   | 1     | \$645.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 10/29/12    | 11/04/12        | -----F--            |                   |      |        | 1                 | \$645.00    | 3.80          |      |       |            |
| N 7   | WHNS | 10/29/12          | 11/04/12        | M-Su Prime Rotator  | M-Sa 8-10p/Su 7-1 |      | :30    |                   |             |               | NM   | 1     | \$550.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 10/29/12    | 11/04/12        | MTWTFSS             |                   |      |        | 1                 | \$550.00    | 3.50          |      |       |            |
| N 8   | WHNS | 10/28/12          | 11/04/12        | NFL Pre-Game Show   | 12-430p           |      | :30    |                   |             |               | NM   | 2     | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 10/22/12    | 10/28/12        | -----S              |                   |      |        | 1                 | \$450.00    | 1.60          |      |       |            |
|       |      | Week: 10/29/12    | 11/04/12        | -----S              |                   |      |        | 1                 | \$450.00    | 1.60          |      |       |            |
| N 9   | WHNS | 10/28/12          | 11/04/12        | Panthers Early Game | 1-4p              |      | :30    |                   |             |               | NM   | 2     | \$2,550.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
|       |      | Week: 10/22/12    | 10/28/12        | -----S              |                   |      |        | 1                 | \$1,275.00  | 5.30          |      |       |            |
|       |      | Week: 10/29/12    | 11/04/12        | -----S              |                   |      |        | 1                 | \$1,275.00  | 5.30          |      |       |            |
| N 10  | WHNS | 10/28/12          | 10/28/12        | Non Panthers late   | 358-730p          |      | :30    |                   |             |               | NM   | 1     | \$2,500.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 500334 /            |             |

| Contract Dates      | Product           | Estimate # |
|---------------------|-------------------|------------|
| 10/28/12 - 11/06/12 | SD50 Campaign III | 1030       |

| Advertiser     | Original Date / Revision |
|----------------|--------------------------|
| Jim Davis SD50 | 10/26/12 / 10/26/12      |

| *Line | Ch | Start Date        | End Date        | Description     | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Rtn           | Type   | Spots | Amount |             |
|-------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|--------|-------|--------|-------------|
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |        |       |        |             |
| Week: |    | 10/22/12          | 10/28/12        | -----S          |                |      |        | 1                 | \$2,500.00  | 7.30          |        |       |        |             |
|       |    |                   |                 |                 |                |      |        |                   |             |               | Totals | 56.20 | 18     | \$10,360.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 10/01/12 - 10/28/12 | 4          | \$4,320.00   | \$3,672.00 |
| 10/29/12 - 11/06/12 | 14         | \$6,040.00   | \$5,134.00 |
| Totals              | 18         | \$10,360.00  | \$8,806.00 |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

|   |                          |
|---|--------------------------|
| <b>Station and Location:</b><br>WHNS-TV | <b>Date:</b><br>10/26/12 |
|---|--------------------------|

I, HEIDI GUERRA,

being/on behalf of: JIM DAVIS, a legally

qualified candidate of the REPUBLICAN political

party for the office of: STATE SENATE

in the GENERAL

election to be held on: 11/6/12

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

**Total Charges:** \$15,840 GROSS

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

DAVIS FOR SENATE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DON SWANSON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/26/12

Date

HEIDI GUERRA

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title